



Prepared For:

License Tier:

Evaluation By:

Submission Date:

Review Date:

**Results: Pass Pass with Limitations Fail**

**Summary:** (Company Name) has passed/failed the Return Path Certification Email Program Review with limitations. Please see below for more details.

**Policy Review**

| Item  | Results | Comments  |
|---|---------|---|
| Dedicated IPs   | Pass    | Customer uses dedicated IP Addresses to send mail.  |
| Reverse DNS   | Fail    | IP Addresses have fully qualified rDNS. IP Addresses do not have fully qualified rDNS. Please see below for more details.   |
| Sender ID Compliant SPF                                       | Warning | I have monitored the domains listed in your application, as well as the domains found in the test mail that I received in my test account. You have Sender ID Compliant SPF Records for these domains. You don't have Sender ID Compliant SPF Records for these domains. Please note that we conduct on going audits on members, and all mailing domains in the From and Return-Path of your mail headers must have Sender ID Compliant SPF Records set up. |
| Domain Keys Check   | N/A     | Return Path Certification doesn't require this at this time, although we may in the future.   |
| Whois Information Check                                       |         | Whois Record is current, and contains the correct contact information. Your Whois Records are current, but you don't have contact information listed within your record because you are using a privacy service/DomainsbyProxy to list your record.   |
| abuse@ and postmaster@ Address Testing                        |         | My tests to your abuse@ and postmaster@ didn't bounce. My tests to abuse@ and postmaster@ bounced. Please note that you must have working abuse@ and postmaster@ addresses for all the domains in the From and Return-Path of your mail headers.  |
| Abuse.net Listing   |         | You have listings at Abuse.net. You do not have listings at Abuse.net for your mailing domains. You can add these listings here: <a href="http://abuse.net/addnew.html">http://abuse.net/addnew.html</a>  |
| Privacy Policy Linked to Front Page and Points of Collection. |         | Privacy Policy is linked to your Front Page and Points of Collection. Privacy Policy is linked to your Front Page, but not to your Points of Collection. You do not have your Privacy Policy linked to your Front Page or   |



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## Points of Collection.

Peer Initiated Communication  
Unsubscribe

Your Peer Initiated mail has a global unsubscribe that is clear, conspicuous and functional. Your Peer Initiated mail doesn't have a global unsubscribe. Your Peer Initiated mail doesn't have a global unsubscribe, but you not currently sending this traffic over the IP Addresses you plan to certify. Please note that if you would like to certify this traffic you will need to add a global unsubscribe.

**Results: Pass Pass with Limitations Fail****Practices Review**

| Item                                   | Results | Comments   |
|--|---------|--|
| Subject Line Accuracy                  |         | Subject lines are inline with my expectations.   |
| Message Header Accuracy                |         | Message headers are inline with my expectations.   |
| Functional Bounce and Reply Addresses  |         | Bounce and Reply addresses are functional. Bounce and Reply addresses are not functional. Tests to bounce and/or reply address bounced.  |
| Sufficient Consent                     |         | Consent is sufficient. Consent is insufficient.  |
| Sufficient Disclosure                  |         | Disclosure is sufficient. Disclosure is insufficient. You do not indicate the types of mail a user should expect to receive, and the entities that will be sending mail at your point of collection. Please see below for more details, including a sample of sufficient disclosure. |
| Sufficient Privacy Policy              |         | Privacy Policy is sufficient. Privacy Policy is insufficient, you do not have opt-out information or a mailing address located within it.  |
| Functional Unsubscribe                 |         | Unsubscribe is clear, conspicuous, and functional.   |
| Seed/Decoy Testing                     | ✔ Pass  | I signed up for mail at your points of collection.   |
| Passed Open Proxy and Open Relay Tests |         |  |
| Blacklists                             | ✔ Pass  | IP Addresses are not listed on any significant blacklists at this time. Your IP Address (s) are listed on the following significant blacklists. Please note that Return Path Certification allows its members to be listed on only one significant blacklist.                        |

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## Performance Review

This report indicates performance for the IPs you applied with during the last 30 days. The tables below detail measured performance results against the acceptable thresholds for each of your accredited IPs. This is what we use to review the Performance part of our three part qualification for acceptance on to the Return Path Certified level.

Summary Performance Statistics for Interspire containing 1 IP Addresses

✔ Good
⚠ Warning
✘ Bad

Complaint Data - IP Group #098674

| IPs                    | Status | Sender Reputation Data* Allowed: 50% |          |                | Hotmail Complaints Allowed: 2.9% |          |      | SpamCop Complaints Allowed: 1 per million |          |      | Source A Complaints Allowed: 1% |           |       | Source B Complaints Allowed: 1.1% |          |       | Unknown Users Allowed: 10% |          |       | SpamCop Traps Allowed: 1 | Unsubscribe Required: 90+ |
|------------------------|--------|--------------------------------------|----------|----------------|----------------------------------|----------|------|---|----------|------|---------------------------------|-----------|-------|-----------------------------------|----------|-------|----------------------------|----------|-------|--------------------------|---------------------------|
|                        |        | Vol                                  | Junk     | Rate           | Vol                              | Comp     | Rate | Vol                                       | Comp     | Rate | Vol                             | Comp      | Rate  | Vol                               | Users    | Rate  | Rate                       | Rate     | Rate  | Rate                     | Rate                      |
| 207.97.221.24          | active | 1                                    | 1        | 100.00%        | 0                                | 0        | N/A  | 0   | 0        | N/A  | 1,210                           | 25        | 2.05% | 169                               | 1        | 0.60% | 1,426                      | 6        | 0.42% | 0                        | -                         |
| <b>IP Group Total:</b> |        | <b>1</b>                             | <b>1</b> | <b>100.00%</b> | <b>0</b>                         | <b>0</b> |      | <b>0</b>                                  | <b>0</b> |      | <b>1,210</b>                    | <b>25</b> |       | <b>169</b>                        | <b>1</b> |       | <b>1,426</b>               | <b>6</b> |       | <b>0</b>                 |                           |

Some of your IP Addresses are out of compliance with our Quantitative Requirements.

111.111.111.111 have high SpamCop Spam Traps. You can find out more about spam traps here:

<http://www.senderscorecertified.com/about/suspension.php#spamtraps>

111.111.111.111 have a high SpamCop Complaint rate. You can find out more about complaints here:

<http://www.senderscorecertified.com/about/suspension.php#complaints>

111.111.111.111 has a high Source A and or B complaint rate. You can find out more about complaints here:

<http://www.senderscorecertified.com/about/suspension.php#complaints>

111.111.111.111 has a high Yahoo complaint rate. You can find out more about complaints here:

<http://www.senderscorecertified.com/about/suspension.php#complaints>

Return Path provides a Feedback Loop for Yahoo! For more information, visit [feedbackloop.yahoo.net](http://feedbackloop.yahoo.net).

111.111.111.111 has a high Windows Live Sender Reputation Data rate. You can find out more about reputation data here:

<http://www.senderscorecertified.com/about/suspension.php#windowlive> and here:

[http://www.senderscorecertified.com/about/faq\\_sender\\_reputation\\_data.php](http://www.senderscorecertified.com/about/faq_sender_reputation_data.php)

111.111.111.111 has a high Unknown User rate. You can find out more about unknown users here:

<http://www.senderscorecertified.com/about/suspension.php#unknownusers>

111.111.111.111 has a low Lashback unsubscribe score. You can find out more about unsubscribe issues here:

<http://www.senderscorecertified.com/about/suspension.php#unsubscribe>. In addition you need to contact Lashback at [unsubscore\\_inquiry@lashback.com](mailto:unsubscore_inquiry@lashback.com)

111.111.111.111 would not be activated until they come back into compliance with the Return Path Certified Quantitative Requirements. You can find these Quantitative Requirements here: [http://www.senderscorecertified.com/about/guan\\_req.php](http://www.senderscorecertified.com/about/guan_req.php).

111.111.111.111 no volume

At this time the actual volume of XXXXX Complaints and/or XXXXXXXX are low, and most likely would not be subject to suspension. Please note that if the volume and rate increases your IP may be subject to suspension.

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## Overall Results

(Company Name) has passed/failed the Return Path Certification Email Program Review with Limitations. They must address the following:

1. Performance failure (SpamCop Complaints, SpamCop Traps, Source A and/or B Complaints, Unknown Users, Windows Live Sender Reputation Data )

From the Return Path Certified Standards:

### Accountability

I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.

2. Sending reputation metrics for the IP address(es) enrolled in the program must meet or exceed thresholds as defined in Exhibit A, Quantitative Requirements, including, but not limited to: complaint rates, listings on blacklists, spam trap hits, and unknown user rates.

2. Fully Qualified rDNS standard failure:

From the Return Path Certified and Return Path Safe Standards:

### Accountability

I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.

4. The IP address(es) enrolled in Return Path Certified must have valid reverse DNS entries. The IP address of the host name of the reverse DNS entry must match the IP address of the sending mail server.

3. Sender ID Compliant SPF Record standard failure:

From the Return Path Certified and Return Path Safe Standards:

### Transparency and Authentication

II. Participating Senders must ensure that Email Messages are truthful and accurately identify the source of the message.

1. Effective June 8, 2006, a Sender ID compliant SPF record must be published for all domains from which email is sent.

4. Whois listing standard failure:
5. Abuse@ and Postmaster@ standard failure:
6. Abuse.net standard failure:

From the Return Path Certified and Return Path Safe Standards:





**Responsiveness**

VII. Participating Senders must ensure that all parties involved in the sending of Email Messages cooperate with the program administrator to resolve any issues regarding Program Requirements by responding in 3 business days of notice, and by taking corrective action within 10 business days of notice.

1. Participating Senders must create and maintain the standard role email accounts `abuse@sender.tld` and `postmaster@sender.tld` for all of their domains that send email in order to facilitate handling complaints and other issues.
2. Participating Senders must register with `abuse.net`, and maintain accurate contact information in the whois database.

**7. Peer-Initiated Standard failure:**

From the Return Path Certified and Return Path Safe Standards:

**Unsubscribe**

VI. Participating Senders must ensure that the Recipient's requests to discontinue receipt of Commercial or Promotional Email Messages, or Peer-Initiated Email Messages, are honored.

1. Every Commercial or Promotional Email Message, and every Peer-Initiated Email Message, sent under these Program Requirements must include an Unsubscribe option. Removal instructions must be clear, conspicuous, and easily understood. This should be as close to a 'one-click' process (such as selecting a URL) as possible.

In the case of Peer-Initiated Communications, the unsubscribe must allow Recipients to unsubscribe from all future Email Messages from the Participating Sender, whether Peer-Initiated or not.

**8. Bounce and Reply address standard failure**

From the Return Path Certified and Return Path Safe Standards:

**Accountability**

I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.

3. Email address list maintenance systems must be employed to reliably receive and process bounces and other replies from receiving networks. Permanent delivery errors from Email Messages sent from IP address(es) enrolled in Return Path Certified must be processed by removing the Recipient's email address and should not exceed the levels specified in the Exhibit A, Quantitative Requirements.

**9. Consent standard failure:**

From the Return Path Certified and Return Path Safe Standards:

**Consent**





V. Participating Senders must ensure that consent with appropriate disclosure or a prior business relationship exists prior to sending Commercial or Promotional Email Messages.

1. Acceptable forms of consent include:

1. Double Opt-In: (sometimes referred to as 'Confirmed Opt-In'): The Recipient affirmatively requests to add his/her email address to a mailing list. The Recipient receives a confirmation email and the Recipient confirms his/her request by replying or visiting a provided URL.

2. Opt-In with Verification: The Recipient affirmatively requests to add his/her email address to a mailing list. The Recipient receives a verification email notifying him/her of the subscription and providing clear unsubscribe instructions.

3. Opt-In: The Recipient affirmatively requests to add his/her email address to a mailing list.

4. Pre-Selected Option with Verification: The Recipient consents to have his/her email address added to a mailing list by leaving a clear and conspicuous pre-selected option intact. The Recipient receives a verification email notifying him/her of the subscription and providing clear unsubscribe instructions. Commercial or Promotional Email Messages sent under this form of consent must include clear and conspicuous identification that the message is an advertisement or solicitation.

5. Pre-Selected Option: The Recipient consents to have his/her email address added to a mailing list by leaving a clear and conspicuous pre-selected option intact. Commercial or Promotional Email Messages sent under this form of consent must include clear and conspicuous identification that the message is an advertisement or solicitation.

10. Disclosure standard failure:

From the Return Path Certified and Return Path Safe Standards:

Disclosure

IV. Participating Senders must ensure that the following is clearly and conspicuously disclosed at the point of collection of email address and Related Personal Information (a link to a privacy statement is insufficient):

1. The nature of Commercial or Promotional Email Messages to be sent and the types of entities that will be providing content, excluding those messages sent to Recipients with whom there is a prior business relationship; and

2. Any sharing or renting of the Recipient's email address and/or Related Personal Information that will result in additional Commercial or Promotional Email Messages from (1) Affiliates and/or (2) Third Parties.

Remember, in order for disclosure to comply with the Return Path Certified Standards, you must include these things:

1. What type of email they will receive (ie: newsletters, promotions, site updates, etc...)
2. Who they will receive the email from (ie: is their address shared or will they only receive email from COMPANY NAME)
3. The disclosure must be clear and conspicuous and located above the submit button.

Here is an example of proper disclosure:

You'll also receive our email newsletters, account updates and special offers targeted to your interests, sent to you by Company Name. [Privacy Statement Link](#)

11. Unsubscribe standard failure:



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**From the Return Path Certified and Return Path Safe List Standards:**

**Unsubscribe**

**VI. Participating Senders must ensure that the Recipient's requests to discontinue receipt of Commercial or Promotional Email Messages, or Peer-Initiated Email Messages, are honored.**

**1. Every Commercial or Promotional Email Message, and every Peer-Initiated Email Message, sent under these Program Requirements must include an Unsubscribe option. Removal instructions must be clear, conspicuous, and easily understood. This should be as close to a 'one-click' process (such as selecting a URL) as possible.**

**2. All unsubscribe mechanisms must adhere to the following:**

**1. Easy to Use: Unsubscribe mechanisms may include a reply to the Commercial or Promotional Email Message sent to the Recipient or an online process described in that Commercial or Promotional Email Message with a URL. The Unsubscribe process must not require a Recipient to provide any information other than the Recipient's email address, unless the Recipient has been clearly and conspicuously notified at the point of collection that receiving Commercial or Promotional Email Messages is a requirement to receive a service, in which case a username and/or password may be required.**

**2. Timely: A Recipient's request to unsubscribe must be processed, and the request must become effective within 10 business days from receipt.**

**3. Persistent: Unsubscribe mechanisms must be functional for no fewer than 30 days following the sending of the Commercial or Promotional Email Message.**

**4. Indefinite: A Recipient's request to unsubscribe is valid and must be honored indefinitely, or until the Recipient provides his or her new consent, as defined in these Program Requirements, to receive Commercial or Promotional Email Messages.**

**5. Absolute: Once a Recipient has unsubscribed, Commercial or Promotional Email Messages may not be sent and the Recipient's email address or related personal information may not be sold, leased, or otherwise shared with Third Parties.**

**6. Flexible: If a Recipient contacts the Sender with an 'Out of Band Request' for an unsubscribe, for example, via postal mail, email to another account at the Sender (e.g., abuse@sender.domain or postmaster@sender.domain), or through a telephone call, those unsubscribe requests should be acted on in a timely manner.**

**3. In the case of Peer-Initiated Communications, the unsubscribe must allow Recipients to unsubscribe from all future Email Messages from the Participating Sender, whether Peer-Initiated or not.**

**4. In cases where a Recipient is clearly and conspicuously notified at the point of collection that receiving Commercial or Promotional Email Messages is a requirement to receive a service, the Unsubscribe option may be provided through a link in every Commercial or Promotional Email Message to a more general account administration tool (for example, 'account settings' or 'account preferences'), and may require a login at a specified web page.**

**Return Path Certified and Return Path Safe Resolution Requirements:**

**In order to become a member of Return Path Certified and Return Path Safe (Company Name) must do the following:**

**1.**





**Pass:**

We will now invoice/charge you for the annual license fee. Once this fee is paid we will proceed with the activation process. Congratulations!

**Pass with Limitations:**

The contents of this Return Path Certified and Return Path Safe List Application Review are valid for 30 days from the date posted on the review. This allows you a full 30 days to make the required changes while keeping your application open. If the required changes can not be made and verified within this time frame, the application will be closed.

Once the changes are made please let me know and I will verify that the changes are correct. In the meantime we will invoice you for the annual license fee. Your application cannot be activated until you make the required changes AND pay the annual license fee.

**Fail, but can fix issues:**

We will give you 30 days to make the required changes while keeping your application open. Once the changes are made please let me know and I will verify that the changes are correct.

**Fail, reapplication needed:**

At this time we have closed this application and ask that you reapply for Return Path Certified and Return Path Safe List in 90 days, provided you have made some changes to improve your performance.



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